

ANNUAL CONFERENCE 2019 21-25 September, Brighton

# EXHIBITION SALES GUIDE







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about

REBUILDING  
BRITAIN  
FOR THE MANY NOT THE FEW

REBUILDING BRITAIN  
FOR THE MANY NOT THE FEW

Lab18

UKLabour

labourparty

UKLabour

2018  
LABOUR  
PARTY  
CONFERENCE

## DID YOU KNOW?

Our conference attendees come from a wide variety of sectors and industries



- Party members 22%
- Other visitors 8%
- Business 27%
- Staff/contractors 5%
- Elected representatives 9%
- International visitors 2%
- Third sector 12%
- Media 12%
- Trade union 3%

## Sectors represented at Conference include:

- ✓ Academic and education
- ✓ Construction and infrastructure
- ✓ Creative industries
- ✓ Defence
- ✓ Energy and utilities
- ✓ Environment and climate change
- ✓ Financial services
- ✓ Health and medical
- ✓ Housing and property
- ✓ Legal
- ✓ Manufacturing and engineering
- ✓ Media and communications
- ✓ Public affairs
- ✓ Public sector and local government
- ✓ Retail
- ✓ Science and technology
- ✓ Sports and leisure
- ✓ Transport policy





## WHY EXHIBIT?

We are delighted to return to Brighton for our 2019 Conference. The Labour Party Annual Conference is a key event in the political calendar and is attended by over 13,000 visitors from a wide range of sectors as illustrated opposite.

Exhibiting at our Conference provides a unique opportunity to increase awareness of your aims and objectives to a wider audience and reach influential groups of visitors and elected representatives with your message.

For Conference 2019 our exhibition is located in the Brighton Centre and the Durham Gallery at the Hilton Hotel, where the main conference hall debate and speeches take place.

**Each year we welcome both regular and new exhibitors, here is what they say about why they choose to exhibit with us.**

**"Increase awareness of our aims and objectives."**

**"Helps us to network with elected representatives on a national and local level."**

**"Promote our services."**

**"Launch a new campaign."**

**"Labour Conference provides a place for our small voice to be heard."**

**"We are made to feel welcome."**

**"We share values."**

## EXHIBITOR FEEDBACK

Year after year we welcome both long standing and new exhibitors.

So don't just take our word for it, see what they have to say about exhibiting at our Conference.

**Exhibiting allows us to reach MPs and party activists with our campaign, which acts as a springboard for our work for the rest of the year. Our volunteers were delighted to have so many MPs and have the opportunity to speak to them about an issue that is so important to them. The tours are well organised and it's great to be able to use them straight away.**

Breast Cancer Care



**The Conference and Exhibition team are highly professional, friendly and supportive.**

Citadel Policy & Communications



CITADEL



**Excellent contemporary destination. Whenever we had a question, Ann and the team were very helpful – faultless service.**

Musicians Union



Berber Leather is delighted to be returning to the Labour Conference this year. As a micro company, this is a wonderful opportunity to promote our products and also chat to delegates. Small businesses are vital to the economy and we welcome the focus that the party is providing.

Paul Berber



We were impressed with the Labour Party's Conference team and its adaptability when we presented the challenge of trying to establish our London Lounge environment many years ago. Ann has always been incredibly helpful and responsive to the inevitable challenges which arise when staging an event. She has consistently provided a supportive environment to try new approaches, with a smile and a can do attitude.

London Lounge

Being part of energetic, passionate conversations with people at Conference is an invigorating place to be. Investing in a Conference stand enables conversations with parliamentarians to develop and nationwide links to be made. Conference has spread our reach and amplified our voice.

Refugee Tales



## STAND PACKAGES

Exhibition stands are available in a range of options and include a Conference Guide listing entry in both our printed and digital copy and eight exhibitor passes.

### Complete stand

This is our most popular option and includes a shell scheme stand fully fitted ready for you to display graphics, insert a banner stand or a bespoke backdrop. Approximately 60% of our exhibitors choose this option.



### Space only Sites

Purchasing the exhibition space only allows the freedom to design your own stand from scratch without the limitations of shell scheme panels. Use your own contractor or select additional services through our appointed contractor.







## Prime Sites

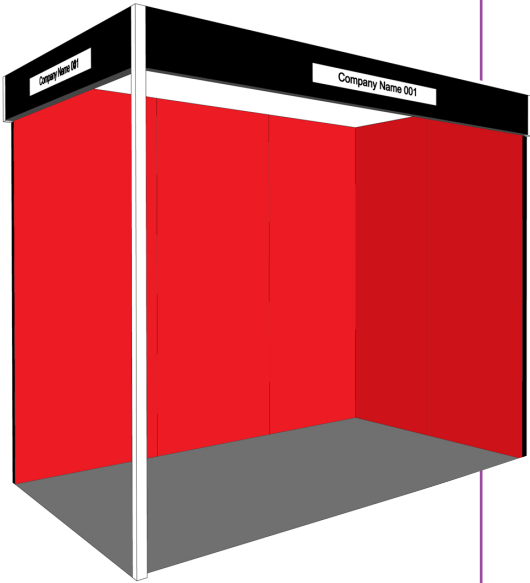
Our Prime site locations are placed throughout the Conference venue in main walkways and near key Conference areas that attract the main footfall of Conference ensuring your stand holds a central position.

These stands are available as a complete or space only option.

To enhance your presence further all prime sites include a logo position on a collective banner in a prominent site within the Conference centre.

## THE TECHNICAL BREAKDOWN

A complete stand consists of a built shell scheme constructed of red tweed panels that are 1m wide x 2.44m high with a black fascia board that is 310mm high and fitted with two spotlights, a single power socket and include a round coffee table and two chairs. A white Foamex board will be supplied with your organisation name and fitted to the fascia board. Corner stands will be open on two sides with a back and side wall. Centre stands will be open to the front only and supplied with a back and two side walls.



## EXHIBITION ZONE

Our exhibition includes a variety of zones at Conference.

### 3RD SECTOR ZONE

Our popular option that enables smaller organisations, campaigning or single issue groups to have a presence at Conference at an affordable cost.

Past exhibitors include:

LIBERTY  
PROTECTING CIVIL LIBERTIES  
PROMOTING HUMAN RIGHTS

HATE  
HOPE  
HATE

Global  
Justice  
Now

PROSTATE  
CANCER UK

CND

Refugee Tales

The  
Vegan Society  
One world. Many lives. Our choice.

OPEN SOCIETY  
FOUNDATIONS

pennyappeal  
small change. big difference

### SMALL BUSINESS ZONE

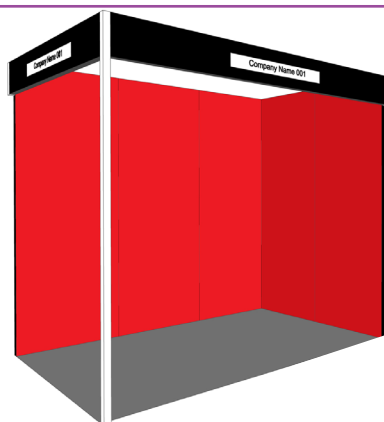
Reach a wider audience at Conference to promote a message, service or sell goods. Included in this Zone are our Bookshop Café and Labour Shop.

- **Advertising options** include site branding, digital and printed advertising with four passes.

BLACKWELL'S  
FOR LEARNING · FOR LIFE

CARRYON  
CLOTHING

cuffs & co  
PINDER & SCOTT  
SHARLES  
YORK



### THE TECHNICAL BREAKDOWN

The Complete Package for these options include: A built shell scheme stand of 3m wide x 1m deep, each panel is 1m wide x 2.44m high, this includes, power socket, oblong table and two chairs with a name board above the stand. Corner stands will be open on two sides with a back and side wall. Centre stands will be open to the front only and supplied with a back and two side walls.



## FEATURE ZONES

A larger space that can accommodate lounges, services and features for conference, these can be used as a solo project or bringing together several organisations under a shared theme as an integral part of our exhibition.



### PAST FEATURE ZONES

Lounge

youth zone

FUJITSU

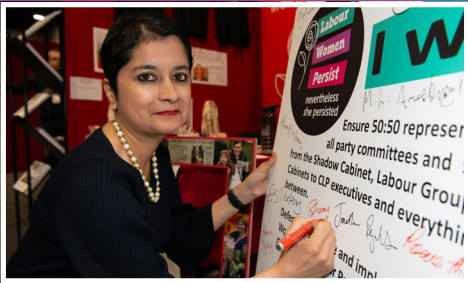
alc

Association of Labour Councillors  
[labour.org.uk/councillors](http://labour.org.uk/councillors)

## CHARITY DISCOUNTS

Charities booking prime and standard sites on a two year booking option are offered a 20% discount on published costs with the costs spread over both years.





# WHAT IS INCLUDED

## Each stand includes:

- ✔ EIGHT exhibitor passes\*
- ✔ FOUR exhibitor passes for 3rd sector and Small Business stands\*
- ✔ Exhibitor listing and logo in both printed and digital exhibition guide
- ✔ VIP stand tours with complimentary images delivered via social media
- ✔ Business centre and relaxation zone
- ✔ Exhibitor lounge with refreshments
- ✔ Exhibitor reception with VIP guests
- ✔ Best stand awards
- ✔ Dedicated support team
- ✔ Exhibitor website and regular newsletters

*\* subject to pass deadlines when free allocations end and late admin fees apply.*

## What's next?

- Choose your site from the floorplans in this guide and decide on the available options.
- Prime sites are highlighted in blue
- If you are a new exhibitor please include an overview of your organisation and planned stand activity with your completed application
- Read our terms and conditions before you sign up
- Complete, sign and return the booking form with a purchase order number if required by your organisation for payment

## Our promise to you:

- ✔ Stands will be allocated on receipt of a completed application basis only
- ✔ We will do our best to meet your request and will call you to discuss the available options if your first and subsequent choices are unavailable
- ✔ An invoice will be issued for the full amount (this includes a 50% non-refundable desposit)
- ✔ All stands are subject to approval and we aim to notify you within 28 days of your application. A stand confirmation letter will be issued within seven days of approval

- ✔ An exhibitor manual will be available via a website link six months prior to our event
- ✔ The link will include our pass accreditation process
- ✔ We will issue periodic newsletters to exhibitors
- ✔ We will provide a dedicated support service through our exhibitions team and appointed suppliers throughout the year
- ✔ Invites to training events



## Exhibition Banners



## Floor graphics



## Feature exhibitor listing

on  
ion represents just under  
stries, such as postal,  
vices. We work hard  
sions, just terms and  
qual opportunities for  
cwu.org

Stand 60/61

### Duncan Lewis Solicitors

Duncan Lewis Solicitors is a recognised top tier and leading law firm by Legal 500 and Chambers & Partners UK, servicing both corporate entities and private individuals, from 14 key offices across England and Wales, in over 25 areas of law. The firm specialises in Immigration, Public Law, Crime, Family & Childcare Law, Civil Liberties & Human Rights, Clinical Negligence, Personal Injury, Housing and many more. As the largest provider of legal aid nationwide and LawWorks's leading law firm for contributions to pro bono work, Duncan Lewis is committed to providing a reliable, accurate and accessible legal service.

duncanlewis.com



Exhibition  
organisers off  
discuss exhibiting  
ann\_kennedy@labour.org.uk for 2019  
labour.org.uk/conference  
**Labour Exhibitions**

### Fabian Society

The Fabian Society is a left-leaning network. We've been shaping it and are proud to be a founding member. Our members reflect every shade of the left. We invite everyone on the left to

Stand 65/66

for a changing world.  
every sector of the  
self-employed and

# PROMOTIONAL OPPORTUNITIES FOR EXHIBITORS

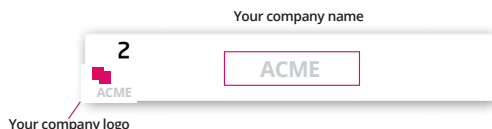
There are a number of additional ways for you to enhance your presence at conference and highlight your stand to our 13,000 visitors.

## Exhibition Banners

There are a limited number of opportunities available for banners in prime sites or catering areas.

## Fascia upgrades

All shell scheme or complete stand packages include a basic white fascia name board with your organisation name and printed in black measuring 1100mm x 100mm. Have you considered upgrading this to a full colour version with your logo included that is 1950mm x 250mm



## Floor graphics

Highlight the route to your stand from the main entrance or catering point with our floor graphic option. A limited number of sites are available. These will be supplied in sets of 10 graphics for a route or alternatively as a single floor graphic position in front of your stand.

## Feature exhibitor listing

Upgrade the standard option of 50 words, colour logo and website to 100 words and enclosed in a text box.

## Consultation services

New to Conference or perhaps you want to review your Conference activity, then let us help you deliver for Conference. Whether you want to discuss stand design, message delivery, graphics or effective exhibitor training to get the best from attending Conference. We have a wealth of experience and knowledge to help you deliver.

## Stand set up service

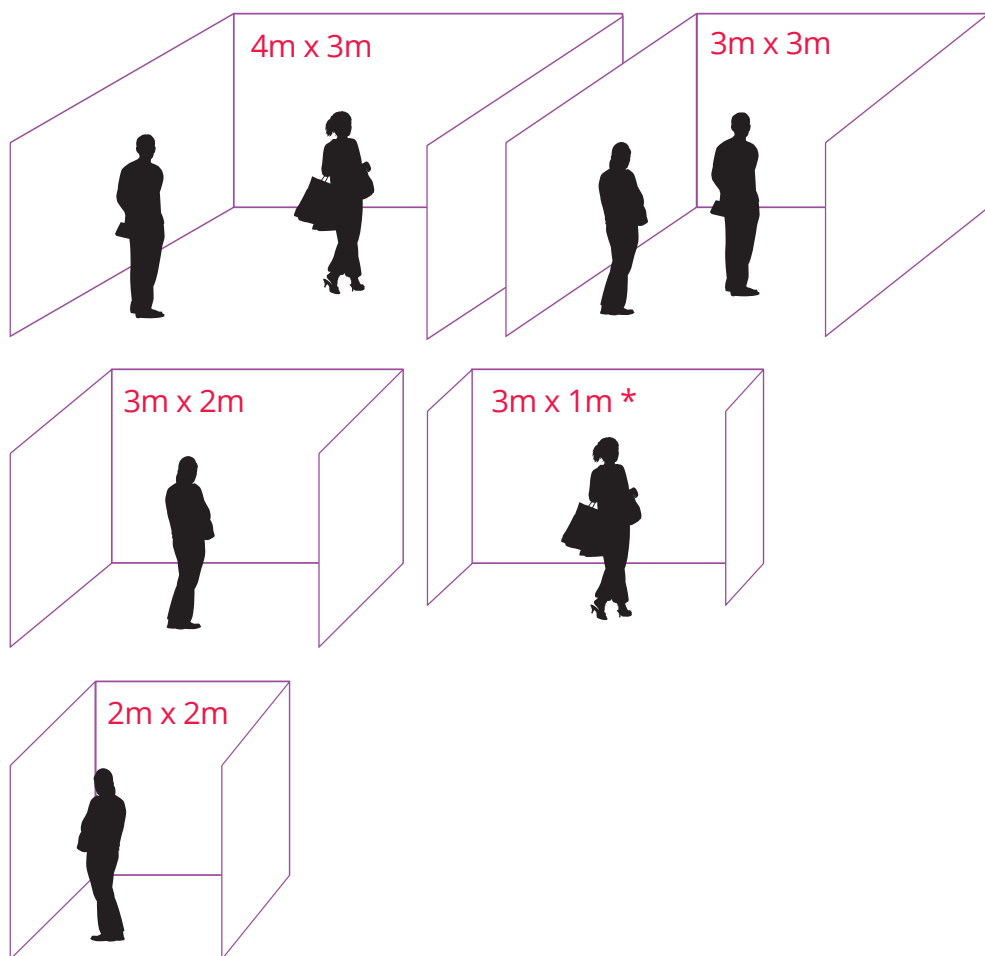
Need help to set up your exhibition stand? Save your organisation valuable staff time and travel – avoid the need to travel days before. Send your pop ups and literature to conference and we will set up, store the equipment boxes and dismantle your display area for a fixed fee.

**Advertising** is one of the most effective ways to reach a politically engaged audience and all exhibitors are offered a 10% discount on advertising options subject to availability.

- Full page advert in guide
- Half page advert in guide
- Conference app banner advert
- Guide map logo

[www.labevents.org/ac2019advertising](http://www.labevents.org/ac2019advertising)

## 2019 COSTS



Size	Space	Complete stand	Prime space	Prime complete
3m x 1m*	n/a	£1,600	n/a	£1,900
2m x 2m	£4,000	£4,650	£5,000	£5,600
3m x 2m	£7,000	£7,900	£9,000	£9,800
3m x 3m	£9,300	£10,500	£11,700	£13,000
4m x 3m	£11,200	£12,400	£13,800	£14,000
Feature zone or Small Business Zone	On application			



**ALL COSTS ARE SUBJECT TO VAT AND FULL PAYMENT MUST BE MADE PRIOR TO CONFERENCE 2019.**

- A 50 per cent non-refundable deposit will be included in your invoice.  
If you are required to raise a purchase order, please provide this with your application.
- A 20% discount will apply to charities booking a two year deal on standard or prime sites of 2m x 2m and above.
- \* 3m x 1m Third Sector Zone sites only
- A small number of sites are available at a reduced rate of £600 plus vat. Our Conference Arrangements Committee awards these. All applications should include a supporting letter; the deadline for this is 26 April 2019.

## Promotional opportunities

Service	Size	Cost
Fascia graphic	1950mm x 250mm	£180
Floor graphic single	300mm x 300mm	£180
Floor graphic x 10	300mm x 300mm	£1,600
Feature listing	100 words	£180
Exhibition hanging banner	2m x 2m	£1,600
Exhibition hanging banner	3m x 2m	£1,800
Full page advert	160mm (w) x 223mm (h)	£3,900
Half Page advert	142mm (w) x 95mm (h)	£2,300
Conference app banner	-	£850
Logo on Conference map	-	£850
Consultation services	-	Price on application
Stand set up service	-	Price on application





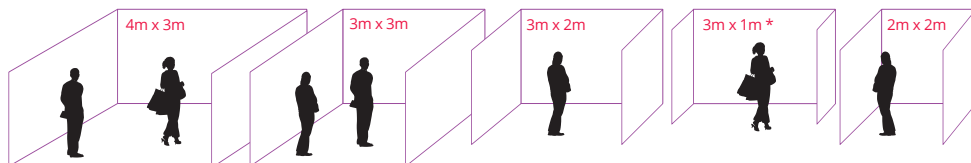
# ANNUAL CONFERENCE BRIGHTON 2019

## APPLICATION FORM

### Your details

Name

Organisation



### Stand options *(please tick)*

- ☐ Space only site
- ☐ Complete stand
- ☐ Prime space only site
- ☐ Prime complete stand
- ☐ Feature Zone
- ☐ Small Business Zone
- ☐ 3<sup>rd</sup> Sector Zone 3m x 1m
- ☐ Charity discount *(2 year deal)*

### Stand size or insert required size option

*(please tick)*

- ☐ 2m x 2m
- ☐ 3m x 2m
- ☐ 3m x 3m
- ☐ 4m x 3m
- ☐ Other *(please state)*

### Stand No.

List three preferences

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Feature *(please tick)*

- ☐ Fascia board upgrade
- ☐ Exhibitor listing upgrade
- ☐ Floor graphic
- ☐ Floor graphic x 10
- ☐ Feature listing
- ☐ Hanging Banner
- ☐ Full page advert
- ☐ Half page advert
- ☐ App advert
- ☐ Map logo

Address

Email



Tel no.

Mobile no.

Client (if applicable)





# For complete stands only

Fascia name board to read:

I confirm that I have read and agree to be bound by the terms and conditions of booking in this guide. I confirm that I have checked the height restriction for my chosen site.

Signature

Position

Date

Client’s signature (if applicable)

## Please state your organisation classification *(please tick option)*

- ☐ Commercial
- ☐ Union
- ☐ NGO
- ☐ Public sector
- ☐ Charity
- ☐ Other please state
- ☐ Small trader

## Return this form by post to:

Ann Kennedy  
The Labour Party  
Southside,  
105 Victoria Street,  
London  
SW1E 6QT

## Via email to:

ann\_kennedy@labour.org.uk  
or  
exhibitions@labour.org.uk

The Labour Party may use the information you provide us with about your views to understand which issues are most relevant to you. Where you have opted in, the Labour Party and its representatives may contact you about our policies, campaigns events and opportunities to get involved with the party through the communication channels you have chosen, and by using the electoral register and data we hold which we are entitled to use to further our objectives as a political party. You can opt out of communications from us or manage your preferences at any time. To find out how to do this and for more information about how we use personal data, please see: [labour.org.uk/privacy-policy/](http://labour.org.uk/privacy-policy/)



# Terms and Conditions

## 1. Definitions

In these terms and conditions, Organiser means Head of Exhibitions as appointed by the National Executive of the Labour Party. Exhibitor means any person, company or organisation and the staff or agents of any such company or organisation to occupy space on the exhibition floor or public conference area. The premises means for Annual Conference, Brighton Centre and Hilton Hotel used by the organiser for exhibition purposes. Authorities mean the local authority, fire authority or any other relevant body or person having jurisdiction over the premises.

## 2. General

(a) Each exhibitor is bound in all respects by these terms and conditions and have full knowledge of the exhibition regulations and shall observe and confirm to the venues regulations and by-laws. (b) All exhibiting organisations occupying exhibition stands or feature zones are subject to approval by the Labour Party; this applies to shared partners, sponsors, exhibitors and clients that will use the space. Organisations are required to notify the organisers of any such arrangements with details of planned stand activity on booking. (c) Once approved an allocation confirmation will be issued outlining purchased services. (d) Any complaint must be submitted in writing to the exhibition organizer or representative of the organiser within 14 days of the exhibition. (e) The organiser reserves the right to alter the layout of the exhibition at any time and individual stands will be notified if this occurs. (f) We will appoint preferred suppliers to provide services to exhibitors, advertising agents, photographers and other conference services. These will be allowed to contact our exhibitors directly. We do not provide our data to external organisations not already engaged in related activities. (g) the organisers will arrange for general cleaning at the end of each day, exhibitors may request a full stand clean for which the venue may make an additional charge. (h) The organiser reserves the right to waive or alter any of these terms and conditions in the interest of the exhibition either generally or in any particular case. (i) A small number of sites are available at a reduced rate of £600 plus vat. Our Conference Arrangements Committee awards these. All applications should include a supporting letter; the deadline for this is 26 April 2019.

## 3. Security and insurance

Each exhibitor is responsible for the security and insurance of their own stand and exhibits and for their own employees' insurance cover. In no circumstances will the organisers or the Premises accept responsibility or are liable for loss or damage whatsoever or howsoever arising. In respect of personal injuries or loss of or damage to property, caused by or occasioned by the exhibitor, their employees / servants / agents or property, arising out of or in consequence of occupation of the stand / exhibition of an article or process / or otherwise howsoever. The exhibitor will respect all risks of every kind whatsoever in respect of personal injuries to themselves / servants/ agents or of loss or damage to any of their property or property in their custody and the organiser shall be under no liability in respect of any such risks.

## 4. Trading rights

(a) The sole rights of exhibiting merchandise and transacting business on the premises during the period of the exhibition are owned by the organiser who will, at their sole discretion, grant licenses. To exhibitors subject to these terms and conditions. Shared stands are permitted with

written permission only and a fee may apply. (b) The use of external F&B providers are subject to venue approval and a facilitation fee equal to the total service value may be charged by the venue and or in house appointed supplier in addition to the stand hire.

## 5. Opening hours

Stands must be open for business during the published daily opening hours of the exhibition which are Sunday 10am to 6pm, Monday 9am to 6pm, Tuesday 9am to 6pm and Wednesday 9am to 4pm. Applications will not be accepted from organisations that are unable to commit to attending for the full period of Conference.

## 6. Conduct of exhibitors

(a) Any exhibitor displaying equipment operating a sound system of any type will demonstrate only at low volume and may be required to reduce or cease activity. Likewise if it is considered that they are continually hindering or annoying other exhibitors. (b) Exhibitors wearing promotional costumes that obscure their faces must remain within the purchased stand vicinity and be accompanied at all times for identification and security purposes. The failure to cooperate may result in the exhibitor being asked to remove the costume for the duration of conference. (c) Exhibitors must not display their goods so that, in the opinion of the organiser, they distract the light or impede the view or allocated stand boundaries along open spaces or gangways, or inconvenience other exhibitors gangway. (d) Any damages caused by an exhibitor to the venue whatsoever or supplied stands during the event will result in the cost of repair or specialist cleaning being charged to the exhibitor concerned at an appropriate value. (e) Leafleting is prohibited throughout the conference site, such activity must be confined to the purchased stand site. Unsolicited leaflets from public areas will be removed. (f) All exhibition signs and fascias must be confined to the stand space unless agreed in writing with the organisers. (g) Limited shared storage areas will be provided and no liability is held for security of items. Empty cases and packing are not permitted to be stored behind stands or void areas, contravening items will be moved to a storage point and it is the exhibitor's responsibility to obtain items as required. (h) All stands are responsible for ensuring their working area is maintained with due care and consideration to other exhibitors nearby, debris must be cleared. (i) Promotional giveaways as stand activity must be agreed in writing with exhibition organisers. (j) Stands must be completed by 8pm on Sat prior to conference starting – only literature displays and minor set ups will be permitted after this time. (k) Stands or exhibits are not permitted to be removed before the official close of Conference. Exhibitors attempting to break down before close of conference will be fined £250. (l) In the event of the exhibitor failing to clear his/ her exhibits and fittings by the prescribed times, a charge may be applied by the organiser.

## 7. H&S obligations

(a) It is a condition of entry into the conference that every exhibitor, contractor, sub-contractor, supplier and his / her agents comply with the Health & Safety at Work Act 1974 (HASAW74) and all other legislation covering the venue. The exhibitor accepts that it is his / her legal and moral responsibility to ensure his/her own and others health and safety is not put at risk by their actions (or inactions) during the conference. (b) Construction (Design & Management) Regulations 2015 – Due to the introduction of this legislation in April 2015, Health & Safety requirements are now far more stringent than previously. To help make it easier for you to comply with this we have provided guidelines in the H&S section for the stand category that applies to you. (c)

Required submits – you are required to submit the relevant H&S and CDM Regs documentation to our appointed consultant no later than 31 Aug 2018. (d) Appointed contractors must undertake a Risk Assessment for this event in accordance with Health & Safety at Work Act 1974 and he/she has trained and notified his/ her staff and subcontractors in all areas identified as being of risk. (e) Principal stand contractor must have a suitable and sufficient Method Statement prepared for the conference and exhibitor should satisfy themselves of his/her competence to undertake the tasks required of him /her. (f) The Exhibitor responsible for the stand should ensure that their own company's Health & Safety Policy and the stand staff will be sufficiently instructed and trained in matters relating to Health & Safety in order to carry out their tasks competently. (g) All stands over 4m and those deemed complex must submit a structural engineers report and meet our appointed H&S consultant before work commences on site to ensure all required submits are in order. Exhibitors will be responsible for structure engineers reports.

8. Construction & finishing – The construction of stand, signs and fascias shall be of the following materials: (a) Non-combustible material (in accordance with the tests prescribed in the current BS 476:part4) Inherently non-flammable material – the standard ' flameproof in accordance with the provisions of BS 5438:1976 or the standard of Class 1 when tested in accordance with the provisions of BS 476; PART 7:1971 b) All paintings must be carried out with water based paints. Finishes having an oil or cellulose base are not permitted to be prepared on site. (c) Plywood, hardboard, pulp board or fireboard rendered flame retardant by a process of impregnation acceptable to the licensing authority and bearing a distinguishing band mark to indicate that it has been so impregnated. (d) The use of a plastic of grade less than Class 1 whether in standard construction or display arrangements is prohibited. e) Durable, flame proofed fabric (flame proofed fabric which after being submitted to a washing treatment remains flameproof as determined by the method of test prescribed in BS5438) (f) Doors and gates forming part of an escape route should open in the direction of escape, clear of any steps, landings or public way and should if necessary be recessed so as not to obstruct the required width of the gangway, all doors must have vision panels.

#### 9. General

(a) All space only sites are responsible for the finishing of all external / walls areas that are visible and that of external walls adjacent to shell scheme stands, especially where the height is more than the standard shell scheme. (2.4m) (b) Any exhibitors bringing an exhibit/stand over 2.5m should check with the plans or organisers that there will be sufficient ceiling clearance. (c) No petrol, spirit or other hazardous spirit, liquid or vapour is to be brought into the exhibition premises unless previously approved in writing by the organiser. (d) Approval for unopened stand tops, enclosed or partially stands must be sought from the Exhibition organiser / H&S consultant (e) Long runs of solid stand walls along gangway edges are forbidden – walls should have natural breaks and should ensure that at least one third of each side is kept open. (f) Any exhibitor who has concerns on the weight of their stand should include this in their stand drawings and RA. (g) The use of Helium gas balloons and gas cylinders is strictly forbidden (h) Exhibitors are reminded to ensure that entry to their stand is fully DDA compliant. The general height permitted for platforms on stands is 100mm but areas may be super-elevated for display purposes. Details of super-elevated platforms above the height of 600mm to which persons have access must be included in your stand

plan submit for approval with the relevant calculations. Flooring must be laid with close joints. Platforms must be of a strength and stability sufficient to carry and distribute the weight of the stand fitting, stand personnel, visitors and exhibits having regard to the loading limits of the floors. Any stand featuring an overall platform should ideally have a gentle sloping, non-slip ramped edge to avoid any trip hazards. i) The use of a vehicle as an exhibit must be agreed in writing with the organisers, the fuel tanks drained and a drainage tray placed underneath the engine block. Vehicles are not permitted to run engines during the exhibition. Access arrangements should also be considered and venue charges incurred for these will be passed to the exhibitor if not agreed beforehand.

#### 10. Financial terms

The rent of the stand spaces contracted by exhibitors is payable to the organiser as detailed on the application form. (a) The completion of an application form and the allocation of the purchased stand notified to the exhibitor forms a contract of agreement. (b) A purchase order must accompany the application form if required by exhibitors payment process – the cost will include a 50% non-refundable deposit payment that is payable within 30 days (c) If the balance is outstanding the settlement date, the organiser reserves the right to cancel the application, reallocate the stand and retain the deposit payment. (d) An exhibitor applying for space within the 30 working days prior to the opening date of the exhibition will be required to remit the full cost of hiring the stand (plus vat) with the completed application form. (e) Any exhibitor cancelling or reducing the stand space after the application has been accepted by the organiser is liable for the following charges: Up to 28 days prior to each event a 50 per cent will apply, within 28 days a 100 per cent charge will apply. (f) In the event of the abandonment of the exhibition by the organiser, the organiser shall be entitled to retain or receive on account of working expenses, 25 per cent of the rent paid or contracted to be paid by the exhibitor. The balance shall be repaid by the organiser of the exhibition to the exhibitor. (g) If for any reason the exhibition cannot be opened and held at the site on the dates specified, the organiser may at their discretion: (i) postpone the opening of the exhibition until such a date as in the circumstances of the case appear to them to be reasonable; or (ii) obtain such premises as in their opinion are suitable and hold the exhibition on the date originally specified; or (iii) declare the exhibition abandoned. (h) The cost of the stand covers the hire during exhibition hours only, permission may be granted for additional use of the space for which a fee may apply. Additional venue costs may also apply to facilitate this use beyond the stand hire period.

#### 11. Disclosure

The hire of conference exhibition space represents a commercial service at a fair market value and is therefore not required to be disclosed under the PPERA.

#### 12. Conference photography

Attendees agree to the usage of any photography taken by the official photographers. If you prefer an image not to be used by the party, please inform the Head of Exhibitions Ann Kennedy in writing.



# Congratulations

## TO OUR AWARD WINNING EXHIBITORS



**Best Commercial Stand 1st Place -  
Five AI**



**Best Third Sector Stand 1st Place -  
TUC Dying to Work Campaign**



**Delegates' Choice Stand 1st Place -  
NFU**



**Organiser's Choice 1st Place -  
Alzheimer's Society**



**Best Third Sector Stand 2nd Place -  
Cancer Research UK**



**Best Commercial Stand 2nd Place -  
Royal Mail**



**Delegates 2nd Place - Guide Dogs**



**Organisers Choice - 2nd Place -  
Charities Aid Foundation**

## YOUR CONTACTS

### ➤ **Ann Kennedy**

Head of Exhibitions

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Political parties,  
elections and referendum  
act 2000 (PPERA)

The Political Parties, Elections  
and Referendum Act regulates  
donations to organisations  
involved in UK politics.

The Act is not designed to  
affect genuine commercial  
relationships and explicitly  
excludes the hire of a stand  
at a party conference and  
various advertising and  
branding opportunities. These  
normal commercial deals are  
therefore not subject to any  
regulation under the Act.

Further information can  
be obtained from the  
electoral commission at  
**[electoralcommission.gov.uk](http://electoralcommission.gov.uk)**

